GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:5235
ANSWERED ON:27.08.2010
INFLOW OF FOREIGN TOURISTS
Rai Shri Prem Das

Will the Minister of TOURISM be pleased to state:

the steps being taken by the Central Government to increase inflow of foreign tourists especially tourists from East Asia to North Eastern Region (NER)?

Answer

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

The Ministry of Tourism undertakes directly and also through its fourteen offices abroad various activities like printing and distribution of literature, carrying out advertisements & promotional campaigns through electronic, on-line and print media, outdoor branding, participation in the Travel & Trade fairs, organizing "Know India Seminars" and Roadshows for promoting varied India destinations & products including North Eastern Region in various source markets abroad. These source markets include East Asia.

Besides, Ministry of Tourism has been promoting North Eastern States by providing complimentary space to them in the Incredible India pavillion in major Travel and Tourism fairs like PATA Travel Mart, ITB Asia, WTM London and ITB Berlin which are attended by major stake holders in the Tourism, Travel and Hospitality Industry from all over the world.

The Tourism, Travel and Hospitality Trade from North Eastern States enjoy special relaxation in conditions for availing benefits under the Market Development Scheme like waiver of the Foreign exchange earnings clause and their approval by the Ministry of Tourism.